

A New DepartmentFor Full-Figured Women
Third Floor

See details in World, American, Bronx Home News and Staats Zeitung of the conveniences offered in extra size Apparel and accessories, all in one section.

HEARN

FOURTEENTH STREET Founded 1827 WEST OF FIFTH AVE.

Fourth Floor DepartmentsOur Fourth Floor is now a selling floor.
Rugs, house wares and hand luggage—
increased assortments and
better service.**This Week—A Great Two-in-One Economy Event****BEFORE-STOCK-TAKING CLEARANCES**

We take inventory February 28th, and prices are now reduced for a general clean-up of surplus stock, and "odds and ends" remaining from winter assortments which are cut regardless of former values for a big week of bargain clearances.

FEBRUARY SPECIAL PURCHASE SALES

Unusual lots of new merchandise bought for cash from wholesalers who made special price concessions to us. Buying in this way, we secure decided advantages—and pass them on to you—which would be unobtainable at regular market values.

Special Purchases and Bargain Clearances Result in Most Attractive Price Cut Sales for Both Monday and Tuesday**PRE-HOLIDAY SALE
Women's and Misses'
New Separate
Skirts****10.50**

Were \$14.97

The new wrap-around skirt and other smart Spring models in white sponge, flannel and basket weaves; also skirts of faille silk, Roshanara crepe, crepe de chine and other sport silks in navy, black, gray and tan. Plain and plaited styles. Sizes 24 to 32 waistband.

One model is illustrated.

**Pre-Inventory Clearance
Fine Crepe de Chine
Chemises**Strictly Tailored and Lace Trimmed Models—many with trimming of real filet lace and Vanity Fair ribbons—
were \$5.97.....4.47
were \$6.97.....5.47
were \$9.75.....8.27
Clearance of Crepe de Chine Nightdresses—
Heavy quality—were \$11.25.....8.95
Clearance of Tru-Hu Silk Nightdresses—tailored models—various colors—were \$8.48.....5.97**SPECIAL PURCHASE SALES
150 Corduroy
Breakfast Coats****3.75**

Value \$6.94

Breakfast Coats of embossed corduroy with small round collar, kimono sleeves and sash belt—lined throughout with dotted mull in matching shade—Colors are copenhagen, lavender, wistaria and cherry.

Breakfast Coats of embossed corduroy—narrow wale—model similar to above—copen, cherry and wistaria—were \$2.94.....2.48

**Clearance
50-in. All Wool
Imported Poiret
Twills**Special **2.00**

Navy blue and black—close weave.

50-inch All-Wool Storm Serges—tan, copenhagen, garnet, brown, navy and black—were \$1.28.....1.00
50-inch All-Wool Black Broadcloths—sponged and shrunk—high lustre—were \$3.48.....2.68
54-inch All-Wool Poiret Twills—navy blue—fine weave—were \$3.97.....3.58
54-inch All-Wool Bolivia Coat—ing—taupe, brown, myrtle, navy and black—were \$5.97.....1.97**Clearance Sale Continues
Entire Stock****Men's and Young
Men's Suits****23.75**

Were \$32.50 to \$49.75

Colors, materials and style are all the most wanted of the season. Sizes 34 to 50, regulars, stouts, longs and shorts.

ere are still a few All Wool Overcoats left from at week's sale—were \$35.00 to \$42.50.....21.75

**Women's Silk Knit
Union Suits****2.91**

Perfect Value \$3.62

Good quality suits, with slight imperfections.

**Untrimmed
Barney Hats****1.75**

Were \$2.25

Picturesque garden shapes in the new sport shades.

Flower Wreath Special .95

**PRE-HOLIDAY SALE
Women's and Misses'
DRESSES****Special 19.50**

The model pictured is of Canton crepe, a copy of a higher-cost dress, with spider bead embroidery and latticed sleeves. There are more than a dozen other models at this price, including styles in taffeta, tricotine, Poiret twill and crepe de chine.

**Ask Anyone, They
Will Tell You****HEARN FOR GINGHAMS**

Not long ago a woman whose home was in a small Southern town came to New York for a short trip. One important item on her shopping list was gingham. She required a large quantity of gingham for her own and her children's dresses and thought that by purchasing at wholesale prices would be lower and selection better. The well-known manufacturer to whom she went listened to her requirements, then he said to her: "You can do better at HEARN'S than anywhere else. They have the largest retail department for wash cottons in the world and feature the best fabrics, not of one maker alone, but of all the best makes. Because they buy in quantity for cash, and also sell for cash, they are able to give values that are not available elsewhere."

The wholesaler's statement voiced facts established for nearly a century. HEARN inaugurated the first Gingham Week and has stimulated by notable values and assortments interest in this attractive fabric. That HEARN prestige in the field of dress cottons was never greater than at the present season is indicated by more selling space for gingham and the following typical values:

Best American Dress Gingham—various size checks—fast colors—blue and white—rose and white—green and white—lavender and white—brown and white—red and white—black and white—were .87.....Yard .55

Imported Scotch Gingham—splendid assortment of wanted plaids—were .75.....Yard .28

32-inch Dress Gingham—large variety of checks, plaids and solid colors—were .28.....Yard .18

Many other offerings equally great as well as small Clearance Lots.

**Spring
Kimonos**

of Boxloom Crepe

Were \$5.94.....4.57

New slipover and break-fast coat models with dainty embroidery and satin ribbon bindings or self flouncings. Colors are rose, wistaria, Copenhagen.

New Terry Cloth Robes—collarless model of novelty striped material—lavender, blue, pink and gray. Special Other Terry Cloth Robes priced to 9.94

**Clearance of
Hair Nets****.05**

Were .10

Cap or fringe—all shades but not in all styles.

Light Weight Dress Shields—were .26, .28 and .30......20

**Continuation of Clearance Sale
RUGS**

The reputation that our Rug Department has for its excellent values is proven in its need for larger space. The new quarters, with more room, better light and good service, are on the Fourth Floor. And here you will find values greater than ever in this clearance sale.

Royal Wilton Rugs—seamless and seamed—carpet and Oriental designs—durable, heavy quality—8x10.6 ft. were \$109.00.....78.50
6x9 ft.—were \$79.50.....54.50
All Wool Chenille Rug—plain rose, with self toned hand border—blue and taupe—reversible—9x12 ft.—value \$74.50.....49.50Seamless Brussels Rugs—small detached carpet designs—rose, tan and blue combinations—9x12 ft.—were \$23.97.....19.97
Extra Heavy Velvet Runners—antique, Chinese and Persian copies—wood browns, tan, rose—good wearing quality—27x9 ft.—val. \$17.97.....12.97
27x12 ft.—val. \$21.97.....15.97

Colonial Rag Carpets—hit and miss effects—dark color—suitable for halls, etc.—36 inches wide—value \$1.74.....Yard .97

RUG DEPARTMENT—FOURTH FLOOR.

**Table Linens
Special**

That offers important reductions in good quality table linens.

2.24 yd.

Were \$2.95

21-inch Bleached Linen Damask Napkins—were \$6.75.....Dozen 4.74
Bleached Mercerized Damasks—were .97.....Yard .68
Bleached Union Linen Napkins—22 inches—were \$4.95.....Dozen 3.27**Stainless
Steel Knives
and Forks****7.87**

Were \$10.97

White ivory handles—set of six knives and six forks made by the well-known Universal Company—guaranteed stainless and rustless.

New Veilings**.50**

Were .85 Yard

Fancy meshes in black, brown, navy, taupe and combination colors—firm, well-wearing quality—smart for Spring hats.

Boys' Shirts**1.10**

Were \$1.48 Yard

New madras in fancy striped patterns—French cuffs—neckband and collar attached—12½ to 14 neck.

Boys' Blouses—collar attached or Eton collar—fancy striped percales—sizes 4 to 15 years—were .95......65

**Odd Lots of
Blankets**Soiled from handling ½ to ⅓ Former Prices
In the lot are all wool, nearly all wool, wool mixed, wool finish and cotton blankets, Jacquard comfortable blankets, camp blankets, auto and traveling rugs, camel's-hair blankets, crib blankets, fur carriage robes, wool Indian blankets.**Boys'form
Brassieres****.74**

Value \$1.25

Striped coutil—strap shoulders—sizes 32 to 46.

**Clearance of
Women's
Imported
Wool Hose**

Were \$2.65.....1.94

Ribbed—with hand embroidered clocks—desirable colors.

Women's Drop-Stitch Silk and Wool Hose—various heather mixtures—were \$2.97.....2.14
Women's Ribbed Wool Hose—Green and Brown heather mixtures—were \$1.65.....1.35**SPECIAL PURCHASE SALES
Bed Spreads****CROCHET SPREADS**68x90 (single bed size)—value \$1.79.....1.10
72x84 (¾ bed size)—value \$1.98.....1.46
78x88 (full bed size)—value \$2.67.....1.74
85x95 (full bed size)—value \$2.87.....2.24**MARSEILLES SPREADS**62x90 (single bed size)—value \$2.67.....1.77
78x88 (¾ bed size)—value \$2.97.....1.84
90x100 (extra)—value \$4.98.....3.24
80x90 (full bed size)—value \$3.97.....2.74
85x95 (full bed size)—value \$4.49.....2.97**Clearance of Standard Quality
SHEETS and PILLOW CASES**42x36—were .35......24 | 45x36—were .36......25
54x90—were \$1.16......77 | 81x99—were \$1.62.....1.19
72x90—were \$1.39.....1.04 | 90x90—were \$1.62.....1.19
81x90—were \$1.52.....1.07 | 90x99—were \$1.69.....1.25**Clearance of Fruit of the Loom Sheetings**4-2—were .46......32 | 7-4—were .62......49
5-4—were .48......34 | 8-4—were .69......55
6-4—were .60......44 | 9-4—were .74......59
10-4—were .82......64
Fruit of the Loom Muslin—mill lengths of 10 to 20 yards—value .22 yd. .16½ | Bleached Cheese Cloths—36 inches wide—were 3¼.....2¼
26 ct. Tickings—A C A and other tickings......18**FROM NOW ON!****Watch for****START OF SEASON SALES****Spring Apparel and Merchandise
Sold at Cost****MORNING SPECIALS****On Sale Monday and Tuesday Until 1 P. M.**

To prevent dealers buying, quantities restricted. No Mail or Telephone Orders.

\$1.64 Costume Serges.....1.24	54 inches wide—all wool—fine twill—tan, taupe, Copenhagen, brown, navy and black.....DRESS GOODS—MAIN FLOOR.	35 inch—deep black—good wearing quality.....SILKS—MAIN FLOOR.
45 ct. Imp'd Cut Glass Individual Pepper and Salt Shakers, Ea. 28	With glass tops—none sent. SILVERWARE—MAIN FLOOR.	\$1.39 Union Made Overalls or Coats.....1.00
\$1.47 Little Tots' Rompers and Creepers......84	Gingham and chambray—sizes to 6 years.	Plain blue striped—brown or white—all sizes—sizes 44 to 50, 20c additional.
INFANTS' DRESSES—SECOND FLOOR.	Women's Cotton Fleece Underwear	\$44.50 Fine Seamless Velvet Rugs.....32.66
High neck—long sleeve—ankle length pants.	87c regular size......67	Also seamed Axminster, 9x12 ft.—carpet and medallion designs—blue or tan grounds.
97c extra size—8 to 17 years.	KNIT UNDERWEAR—MAIN FLOOR.	\$3.97 New Net Curtains.....1.97
\$1.10 Women's Wool Sport Hose......71	Drop stitch—brown heather mixtures—all sizes.	Plain or fancy stripe—dainty lace edges—15 styles—limit 7 pair.
HOSEY—MAIN FLOOR.	\$4.97 Men's and Women's Umbrellas.....3.75	Full size—hemmed—scaloped—4 designs.
Novelty handles.	UMBRELLAS—MAIN FLOOR.	SPREADS—BASEMENT.
\$1.85 Men's Imported Caps.....1.19	Heather and other new shades—all wool—all sizes.	14 ct. Muslins......9½
MEN'S HATS—MAIN FLOOR.	\$1.59 and \$1.74 Men's Corded Repp Shirts.....1.20	36 inch—unbleached. MUSLINS—BASEMENT.
Well made and durable—neat colored stripes on white grounds.	MEN'S FURNISHINGS—MAIN FLOOR.	\$2.50 Bleached Mercerized Damask Cloths.....1.57
\$4.95 and \$5.45	Men's Bath Robes.....3.72	72x72—fine close weave—round design.
Made of regular blanket—cord trimmed pockets and shawl collar—neat design.	MEN'S FURNISHINGS—MAIN FLOOR.	LINENS—MAIN FLOOR.
\$12.50 Boys' Suits.....8.75	All-wool chevrons—brown, gray and heather mixtures—stripes, checks and overplaid—yoke and inverted plait models—al-paca linings—two pair fully lined trousers—8 to 17 years.	25 ct. Outing Flannels......9½
BOYS' CLOTHING—THIRD FLOOR.	\$3.97 Nainsooks—10 yd. pce.....2.83	For undergarments for every member of the family.
36 inch—cheer and dainty, for infants' slugs, underwear, pajamas, etc.	WHITE GOODS—MAIN FLOOR.	WASH DRESS FABRICS—BASEMENT.
\$9.00 Men's Raincoats.....3.47	Strong rubberized tweed—gray and tan mixtures—raglan shoulders—size 38 to 46.	WASH FABRICS—BASEMENT.
MEN'S UNDERWEAR—MAIN FLOOR.		19 ct. Printed Voiles.....12½
		Splendid fabrics for women's and children's dresses.
		WASH FABRICS—BASEMENT.
		\$2.95 Men's Wool Underwear.....2.35
		Medium weight—Stuttgarter and Glastenbury makes—all sizes to 50 inch.
		MEN'S UNDERWEAR—MAIN FLOOR.